

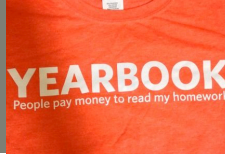
# Yearbook

*Class Mantra:* Journalism: an ability to meet the challenge of filling up the space. ~Rebecca West.

2015-2016

Ms.O'Ryan

## What is this about?



This class is about telling the stories of the students at GW. It is about creating, organizing, managing, and running a business that I like to call Yearbook. Students will create a permanent publication through collaboration with each other.

Due to it being run as a business *it is* NOT AN EASY CLASS.

## Teacher Info Ms. O'Ryan



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This is my ninth year at GW and have helped advise eight Heritage publications.

## What will I learn in here?



You will learn InDesign, a program that is used to create publications. In addition, collaboration, communication skills, photography, interviewing, writing, managing stress, creativity and problem solving skills. It's a hard class but worth it.

Paddle! Paddle!  
Paddle! ~Jimmy,  
my surf instructor.



you are  
**HERE**

# Communicate

Students use these sites to work and collaborate with each other:

[www.georgewashingtonyearbook.yolasite](http://www.georgewashingtonyearbook.yolasite) website for the public.

[www.hjedesign.com/eDesign.html](http://www.hjedesign.com/eDesign.html): website used to put our pages into a book form.

[gwhs.dps.yearbook@gmail.com](mailto:gwhs.dps.yearbook@gmail.com): The class email. This is run by the website/email supervisor (student).

Google Drive. You will get linked into this.



### Materials and Fees

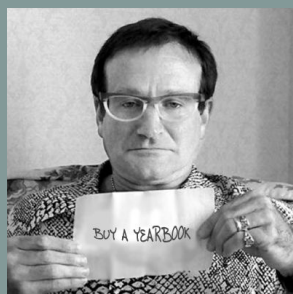
1. (Suggested) **Digital Camera** (if one owns a personal digital camera, this will be very useful).
2. (Required) **\$35.00 fee per year**. This is insurance for any cameras you may injure during the year.
3. (Required) **2GB or higher Flash Drive**. This is beneficial for storing information, documents, pictures, and spreads created in Photoshop. You can also use this in your other classes. This can be found at Best Buy or Walmart.

### Deadlines

Unlike how you might feel about deadlines in other classes, these deadlines have to be met or they cost US money. Since we are working with a publishing company, Herff Jones, they decide when certain pages are due. These deadlines are very strict and the pages must be sent in by these dates, with no exceptions. Due to these being our deadlines, we as the George Washington Yearbook staff will NEVER send in our pages AFTER the deadline. We will always be on time. If your spreads are in the group being submitted to the publisher and are not complete, this is a guaranteed F for your grade. Grade changes will not be possible when missing a deadline.

All deadlines are listed on our shared calendar and are your responsibility to monitor. They are found here:

[Georgewashingtonart.wikispaces.com/Yearbook](http://Georgewashingtonart.wikispaces.com/Yearbook)



## Grades and Academic Behaviors

### Grades:

Grades are based on performance, reliability, completion of spreads, and following the checklist. If you volunteer and do not show up, this will impact your grade.

### Academic Behaviors

1. **Be on task and on time.**
2. Have **respect** for others, yourself, and property around you.
3. **Clean up** after yourself and perhaps someone else near you.
4. Listen more than talk.
5. **Cell Phones ARE permitted in class** as long as they are used for the purpose of the class. Do not take personal calls during this time.
6. Use of food in classroom is MINIMAL. If you have food, be conscious of where you are eating as it is an art room. Clean up after yourself and throw leftovers away in trash located in front of classroom.
7. While the teacher is talking, no **iPod or mp3** players can be used. Use **earphones** only when listening to music; otherwise don't play music.
8. No **physical violence, aggression, or negative communication**.
9. Do not **leave class early** without instructor's permission.
10. Do not prevent teacher from doing their job. Let them teach and do not be a distraction.
11. **Vulgar and offensive language** will not be tolerated.
12. **Plagiarizing** of any form is not allowed and will be reported.
13. Review of the School Mandated Handbook is necessary.
14. **Continual lack of effort, low reliability, constant absences, and the refusal to complete the tasks given will result in a suggestion from the advisor to take another class or drop. This class is an extremely stressful one and if one member decides to not carry their load, it will ultimately impact everyone else and the success of the project.**

## **Photo Editor**

The photo editor will be in charge of importing and organizing all digital images that are taken by the staff. They will work with iPhoto and Photoshop to manage and edit the photographs in a manner that is simple and easy to use, using Google Drive as a platform. They are in charge of the photographers and pinpointing the best photos to keep for the book. Sports, academics, events should be organized in a place that makes sense to everyone.

## **Section Editors (6 positions)**

These editors are responsible for the development of every aspect of their section. The sections are student life, organizations/clubs, sports, people, academics and ads/dedications. Section leaders will assign spread leaders and monitor the progress of their spreads. They will work with the design and copy editors in order to understand how to make their section the best in the book. When section editors are no longer used during the course of the year, they will become a member of the staff again. It is not about meeting the deadline as the main importance, but rather having a quality section to submit. The overall success of the section falls on the section editor.

## **Baby Dedication Supervisor**

This individual is in charge of the organization, distribution, and collection of all baby dedications submitted by parents. They will be responsible for the organization and recording of all fees and paperwork. They will work with the design editor, section editor, and editor in chief for the organization and layout of each baby dedication in the yearbook.

## **Business Advertising Supervisor**

The business-advertising supervisor is responsible for the organization, collection, and management of the business ad section in the yearbook. They will train staff members on how to sell a business ad, create a marketing plan, assign businesses to each staff member to target, and monitor progress. They will hand over all fees and create a spreadsheet organizing these fees that should be given to the advisor. After collecting business ad info, they will work with the design and managing editor on how to layout each business advertisement in the book. They will not be in charge of the design of each business ad.

## **Social Media and Marketing Director and team**

This individual is in charge of monitoring and updating our social media sites, and main website. They are also responsible for the creation of marketing campaigns that occur through the year. They work hand in hand with the managing editor, staying on top of what is currently happening in class that can be advertised socially. Managing the website involves putting advertisements, any announcements, and paperwork that needs to be brought to the attention of the general public. They will pick a team of two to help them delegate responsibilities.

## **Parent Contact Person**

This person is responsible for finding creative ways to inform parents of senior picture and baby dedications deadlines. They email parents, answer phone calls, and find ways to get the communication out.

## **Staff**

Members of the staff will be involved in creating the heart and meat of the book. They look for leads on stories, students whose stories should be shared. They will work with each other creating headlines, sub-headlines, finding quality photos and determining how the visual works with the verbal. They will trade off with each member in their group on who will be writing and photographing.

### **Editor In Chief (2 person position)**

This position's responsibilities may be divided between two people. The editor in chief is responsible for working with the entire staff and creating a plan to produce a quality yearbook on deadline. The editor in chief will be personally responsible for decisions regarding the cover, end sheets and all theme pages. The editor in chief works with all the other editors to make sure their jobs are continually a work in progress and that their teams are working and satisfied with the instruction provided by them. The editor in chief is responsible for proof reading spreads, monitoring photographs, reading the yearbook email and communicating, and making the final decision when a spread is ready for submission. They are also in charge of communicating thoroughly with the advisor and finding ways of keeping staff participation and morale high. The editor in chief will lead class every day and communicate thoroughly with staff and other editors as to what tasks need to be completed. This position takes up the most amount of time, however, is highly rewarding and exceptional on any college application.

### **Managing Editor (2 people)**

The managing editor keeps the class on track via the calendar. They set up mini deadlines and keep the staff focused. The managing editor will assign section editors, put staff into the website and assign to spreads, create the ladder, manage deadlines, work directly with section editors and spread leaders, and teach the website and desktop publishing tools as necessary. This individual will have spreads that they are assigned and will have to complete.

### **Design Editor and team (5 people)**

The design editor and their team will create the visual message of the entire book. They will work with the editor in chief and managing editor regarding timelines. They will decide fonts, colors for each section, create the cover, and theme page.

### **Copy Editors (2 people)**

The copy editor is responsible for proofreading, working with English teachers, and monitoring the writing of the captions and body copy for each spread. The copy editor will write the opening and closing to the book, create the index, as well as the body copy for each section. They should work with section leaders and have a love for grammar, punctuation, and the English language.

### **Business and Sales Editor**

The business editor is responsible for collecting, managing, and organizing the sales for the book. They will be working on keeping track of all sales throughout the entire year. In addition, they will help with the organization of the collection of senior pictures and fees. Their role is extremely valuable and will be working one on one with the treasurer to make sure that all records are up to date and accurate. This person also plays a valuable role at the end of the year yearbook party where accurate distribution of the book is essential.